

Date 10/09/97

Number of pages including cover sheet 2

R. J. Reynolds. Fax

TO: Ralph Vitale
Pathmark Stores Inc.

FROM: G. N. Kuruc, Jr.
R. J. Reynolds Tobacco
Company
400 Raritan Center
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Edison, NJ 08837

Phone

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CC:

REMARKS: *Urgent* *For your review* *Reply ASAP* *Please Comment*

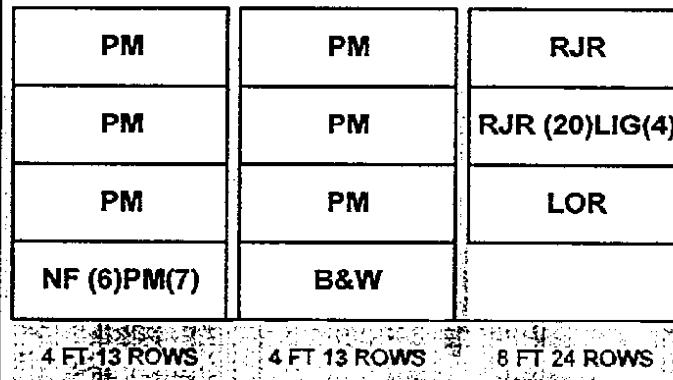
Recommended planogram for store # 556, City Line Avenue

51846 4341

Pathmark Stores

4 x 4- 7 shelf (3 shelf/24 row glass enclosure)

Pathmark # 556
City Line Ave., Phila, PA



| COMPANY | Share of Fixture | TOTAL ROWS |
|---------------|------------------|------------|
| RJR | 25% | 44 |
| PM | 52% | 91 |
| BAT | 18% | 13 |
| LOR | 13% | 24 |
| L&M | 2% | 4 |
| TOTALS | 100% | 176 |

RJ Reynolds Tobacco Company

Approved By :

Date :